

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A packaged ~~for retaining and displaying a decorative~~ necktie, comprising:

~~a necktie;~~

a box including a bottom portion and a movable top portion;

a necktie arranged within the box so as to be rolled about itself; and

a continuous elastic member affixed to the bottom portion of the box and configured to retain the rolled necktie so as to normally prevent separation of the necktie from the box; ~~and~~ the elastic member being mounted to the box at first and second spaced locations within the box and being disposed so as to retain the necktie by overlying a first portion of the rolled necktie while being concealed by a second portion of the rolled necktie such that the necktie conceals the elastic member is concealed from view within when retained in the bottom portion of the box.

2. (Previously presented) A package according to claim 1, wherein the elastic member is wholly contained interiorly of the box.

3. (Previously presented) A package according to claim 1, wherein the elastic member secures the necktie in a rolled or folded position within the box.

4. (Canceled)

5. (Previously presented) An improved packaging arrangement according to claim 1, wherein the elastic member has a length between the spaced locations sufficient to receive an unfurled width of the necktie when caustically stretched.

6. (previously presented) A package according to claim 1, wherein the first and second spaced locations are on a center line of the box.

7. (canceled)

8. (original) A package according to claim 1, wherein the box includes at least one of a first color and a first pattern that coordinate with at least one of a second color and a second pattern included on the necktie.

9. (original) A package according to claim 1, wherein the box includes at least one of an exterior and an interior layer of fabric that is selected to coordinate with the necktie retained therein.

10. (currently amended) An improved ~~packaging arrangement for retaining and displaying a decorative necktie package~~, comprising:

~~a necktie;~~

~~a box including a bottom portion and a movable top portion; and~~

a necktie arranged within the box so as to be rolled about itself; and

a hidden continuous elastic member configured to retain the necktie in a rolled position within the box, wherein the elastic member is fastened to the bottom portion at at least one location with the necktie in the rolled position and being disposed so as to retain the necktie by overlying a first portion of the rolled necktie while being concealed by a second portion of the rolled necktie such that the elastic member is concealed from view within the box. ~~concealing the elastic member while the decorative necktie is displayed within the bottom portion of the box.~~

11. (Previously presented) An improved packaging arrangement according to claim 10, wherein the elastic member is fastened within the box at first and second spaced locations.

12-14. (canceled)